

**First Touch Presents**

# **ESSENTIAL SALES SKILLS – THE NEW NORMAL**

**Online coaching in effective selling skills by e-mail, telephone and video call**

**Plus tips and techniques for working from home**

## **Is it right for you?**

The pressure on developing business is relentless and with face to face meetings likely to be restricted for some time communication via e-mail, the telephone and video link is now a significant and growing part of the sales plan. This online workshop will help you with the essential techniques needed to adapt to the "new normal" including how to stay motivated and work effectively from home

## **What will you learn?**

You will learn how to plan to achieve your targeted sales. We will show you how to adapt your activity to maximise contact time and minimise travel. We demonstrate how to prepare for each call or contact to ensure the best result. We share techniques for cross selling and upselling and key account development. We explore sales skills for inbound and outbound calls and show you how to present yourself in video meetings. You will also learn the key reasons why people buy and how to use the seven-touch strategy to dramatically improve your results

## **The Behaviour of Success**

Understanding need – why people buy  
How is a sale made? What will influence a "Yes" decision?  
The seven-touch sales strategy  
Being organised and staying motivated

## **The Sales Model**

Customers, prospects and targets  
Activity management – Quality, Quantity, Direction  
Achieving target – a new look

## **The FIRST Principle**

How to open your calls for maximum impact  
Question, listen, summarise  
Video calling – when? why? how?  
How to conduct a video meeting

## **Cross Selling and Upselling**

How to recognise opportunities to increase the value of the conversation.  
The difference between features and benefits

## **Closing the Sale**

Understanding individual buyer motivation  
Recognising buying signals  
Proven best practice answers to objections  
Getting comfortable with closing strategies

## **Key Account Development**

Working with decision makers and influencers  
Maximising sales from key accounts  
The key account matrix

## **Not Enough Leads?**

Outbound calling  
Getting through the gatekeeper  
The reason for the call is....  
How to keep going when things get tough